

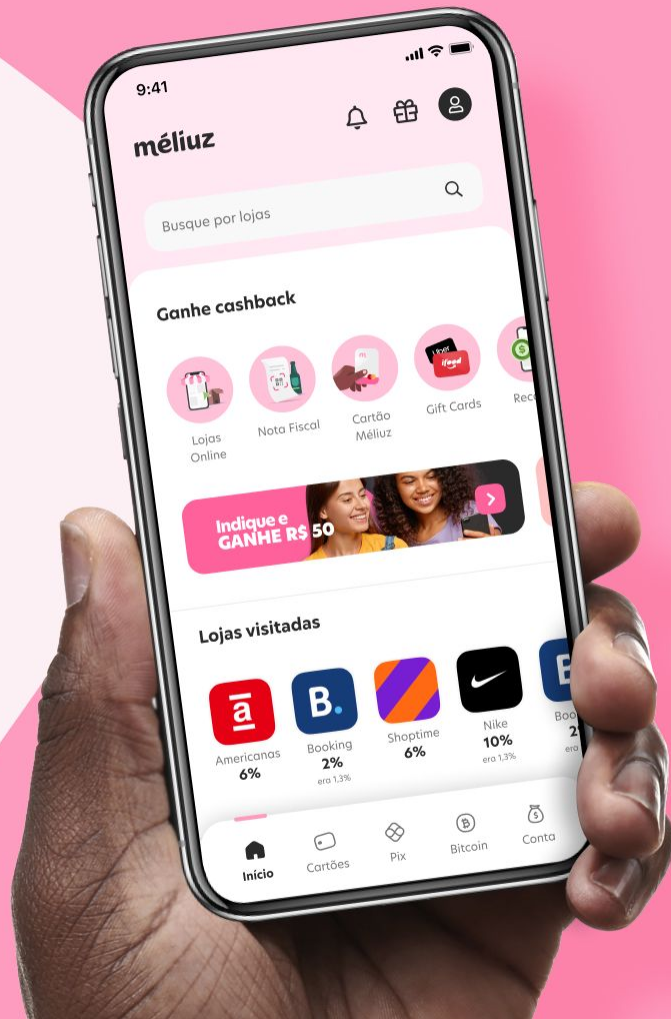
méliuz

3Q22

Earnings

Presentation

November 09, 2022

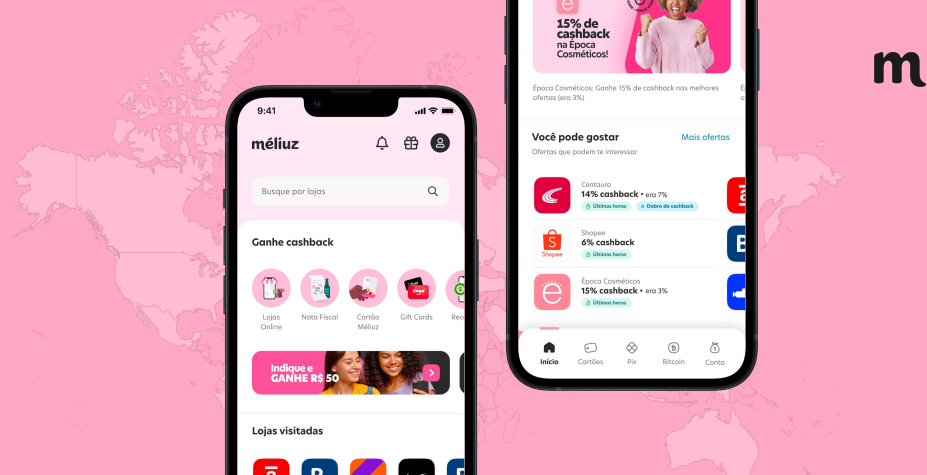




Product and Business Highlights

Gabriel Loures
Chief Growth Officer

Multiple strategies to delivery a ultimate shopping experience and boost sales to our partners.



New Home & new features

New Home and features that make it easier for users to shop, while also improving the experience using financial services embedded on the journey.

Cashback in 44 countries

We consolidated an important step in our internationalization strategy, launching the cashback feature in all 44 countries where Picodi operates.

Black Friday & World Cup

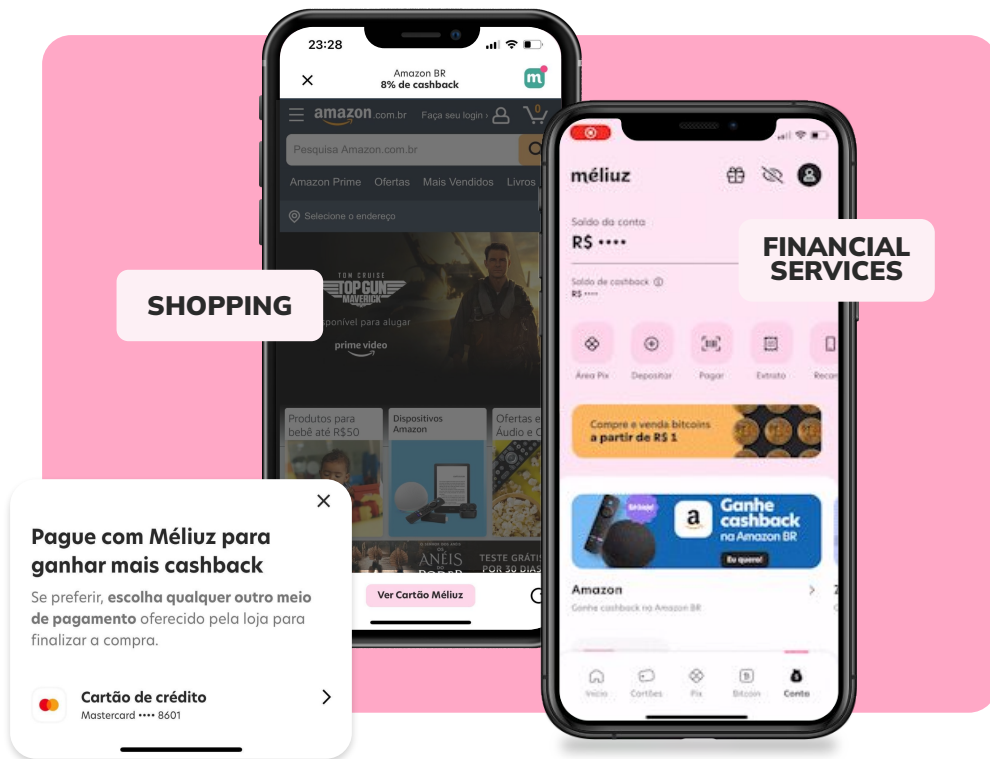
We've been preparing for Black Friday since the beginning of the year. Méliuz Ads¹ packages were sold out in 5 days, highlighting our partner's trust that we can deliver sales in a cost efficient way.

Insurance alliance

Key Partnership to become one of the pioneers in embedded insurance in Brazil.

1- Related to the "Premium category".

We keep evolving our product to reduce friction on the shopping experience and broaden our financial offering



User Experience Improvements

- ✓ New app user interface
- ✓ Full shopping journey within Méliuz' App
- ✓ In-app messaging¹

New Product Features

- ✓ Cryptoback
- ✓ Bank account payments (*boleto*)
- ✓ Additional opportunities for Méliuz Ads

(1) New formats for communication with users within the Méliuz App.

Méliuz Ads Packages for Black Friday were sold out in 5 days¹

**84% increase in the
number of partners
closing campaigns** for
Black Friday & World Cup,
reinforcing our ability to
generate sales for partners
in a cost efficient way

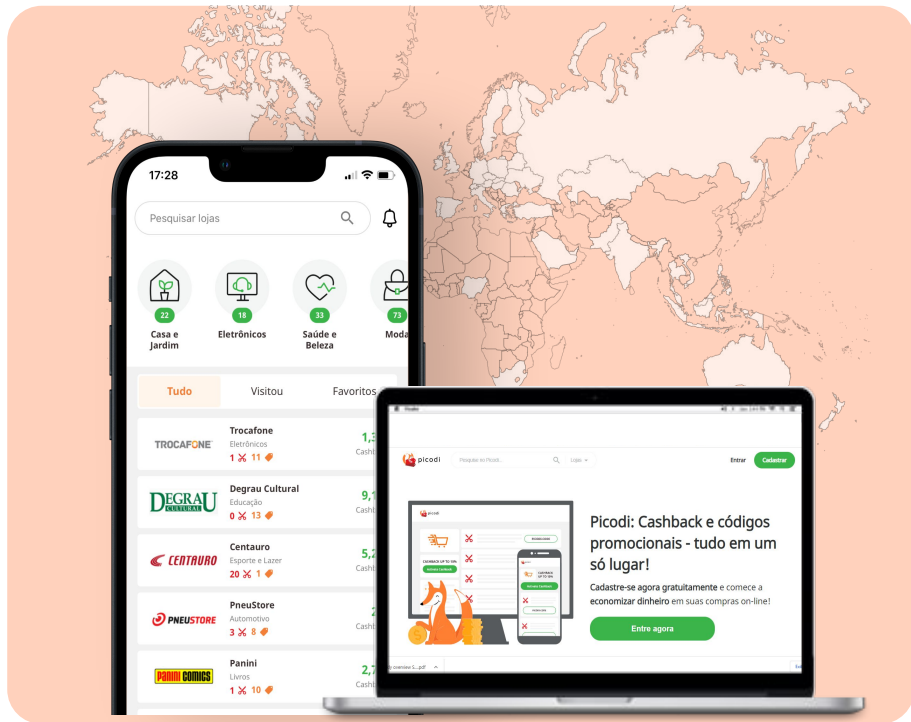
A smiling woman with blonde hair, wearing a pink knit beanie and a pink sweater, is framed by a pink arch. The background is a solid pink color.

BLOGG FRIDAY

The Mel logo, a stylized lowercase 'm' in white, is positioned in the bottom right corner of the image, partially overlapping the pink background.

(1) Related to the "Premium category".

We completed a key milestone of our internationalization strategy with the cashback rollout to 44 countries



- Feb/21 ● Picodi M&A
- Set/21 ● 1st cashback expansion wave
Launching first 9 countries
- Jan-Aug/22 ● Product & Infrastructure improvements
Leveraging our knowledge from Brazil to deliver similar user experience on a scalable platform
- Oct/22 ● Roll-out to 44 countries
Enabling cashback in all Picodi markets
- Next steps ○ Early traction
Focusing on countries with product market fit and early traction signs to improve operations, invest in growth and personalize key features

Méliuz + Chubb
the **alliance marks**
Méliuz as one of the
pioneers to offer
embedded insurance in
Brazil.

More growth is to come
with that recently alliance
bringing a promising future
roadmap





Operational Performance

André Amaral

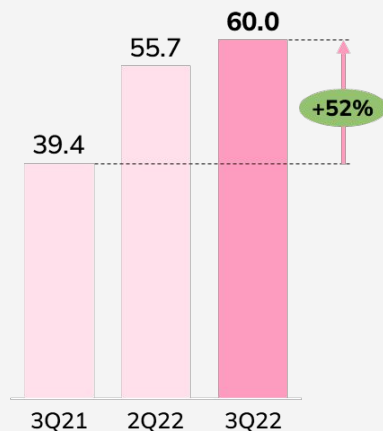
Chief Strategy, Shopping and Data Officer

We delivered 52% yoy revenue growth in Shopping Brazil

while also significantly increasing profit margins with +1.1. p.p. in net take rate

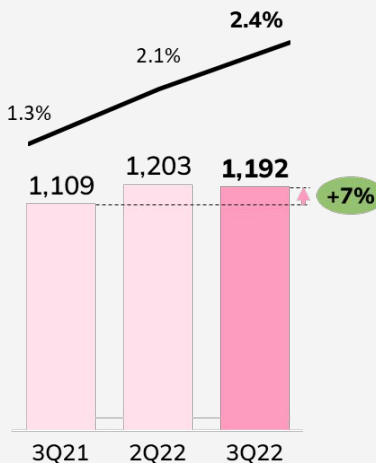
Shopping Brazil net revenue

(R\$ million)



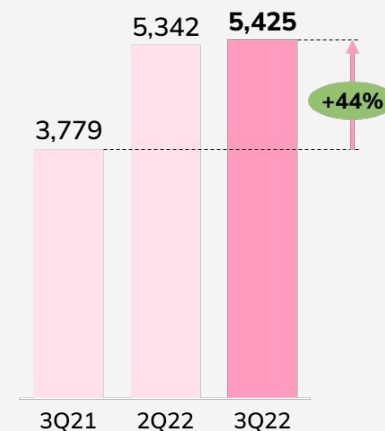
Méliuz GMV and net take rate

(R\$ million)



Méliuz GMV LTM

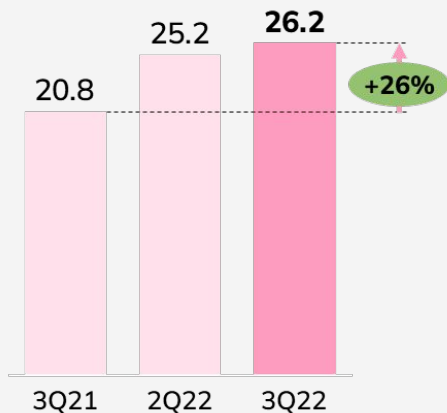
(R\$ million)



We continue to grow our user base while controlling and optimizing marketing expenses

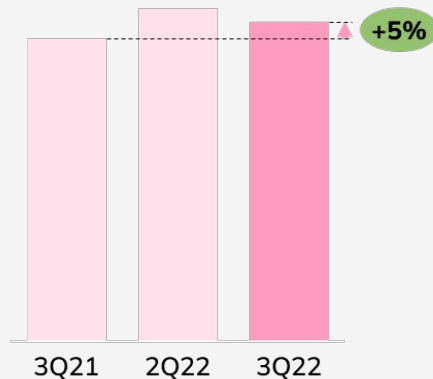
Total accounts

Shopping Brazil
(# million)



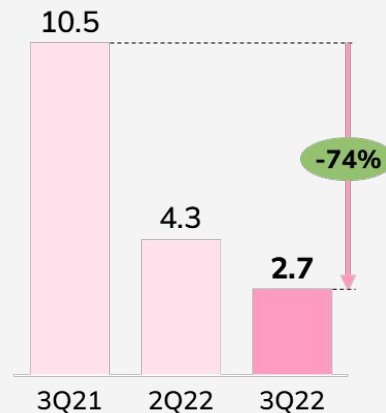
Total buyers

Shopping Brazil

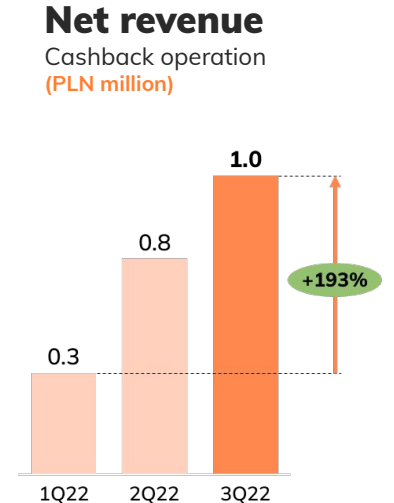
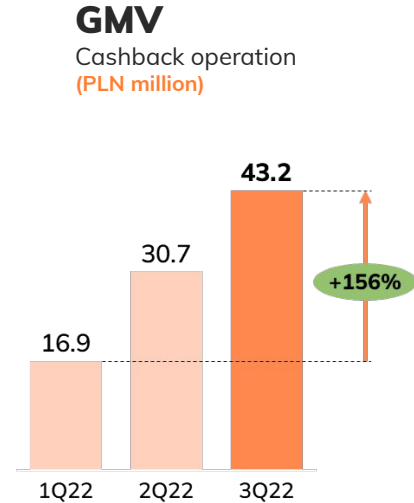
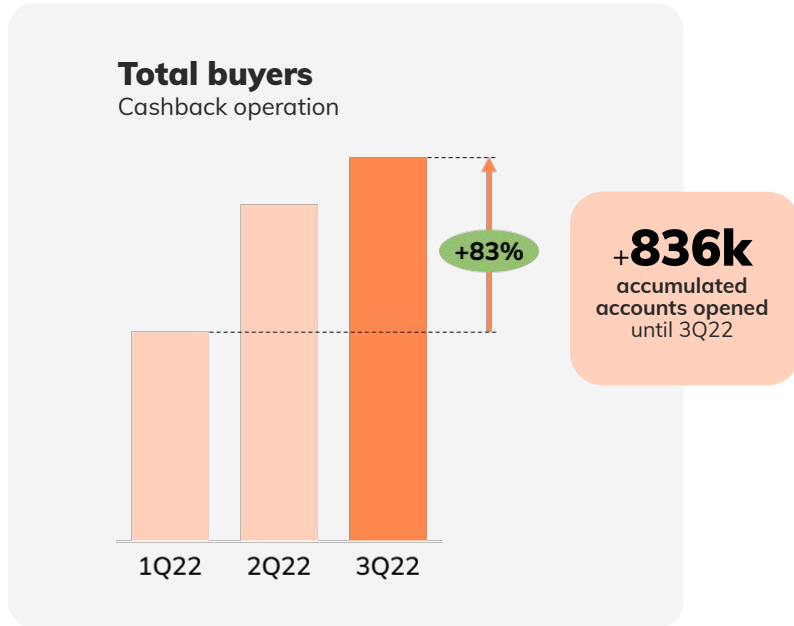


Marketing expenses

Parent company
(R\$ million)



The cashback operation is gaining traction in the international shopping, building the cohorts that will deliver future returns

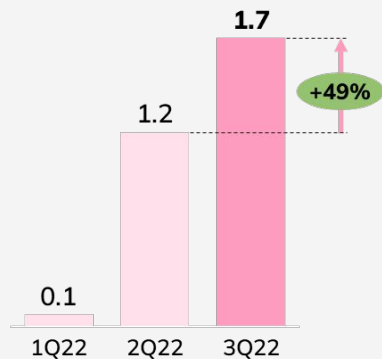


Represents 19% of Picodi total net revenue in 3Q22, against 14% in 2Q22

We are conservatively offering credit to our users, selecting a small subset from our waiting list

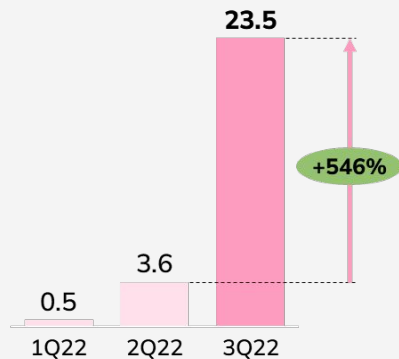
Digital accounts

(Accumulated - # million)



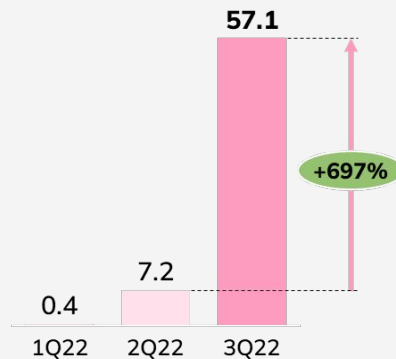
Méliuz credit card issued

(Accumulated - # thousand)



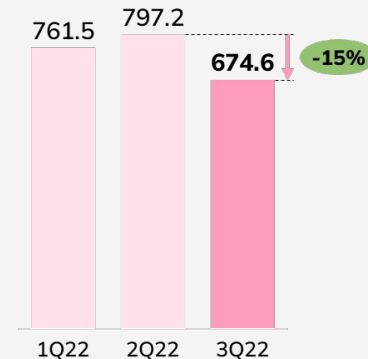
TPV Meliuz credit card

(R\$ million)



TPV co-branded card

(R\$ million)





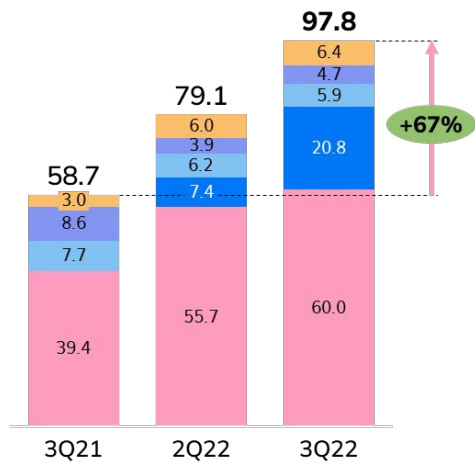
Financial Performance

Luciano Valle

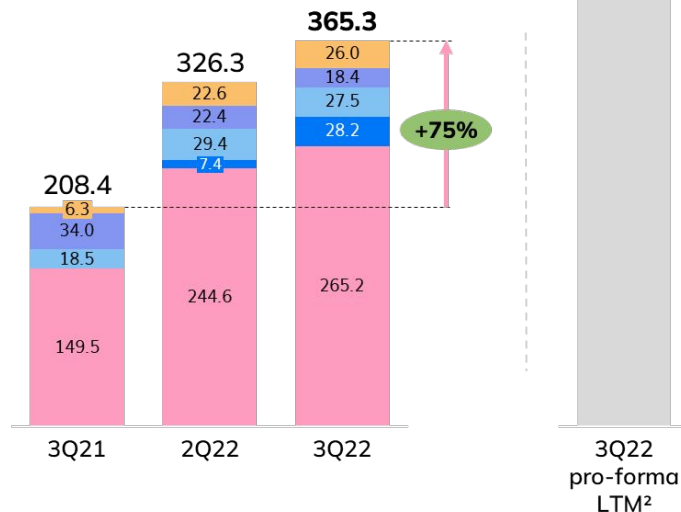
CFO and Investor Relations Officer

We continue to deliver robust growth in revenues driven by Shopping Brazil

Net revenue¹
(R\$ million)



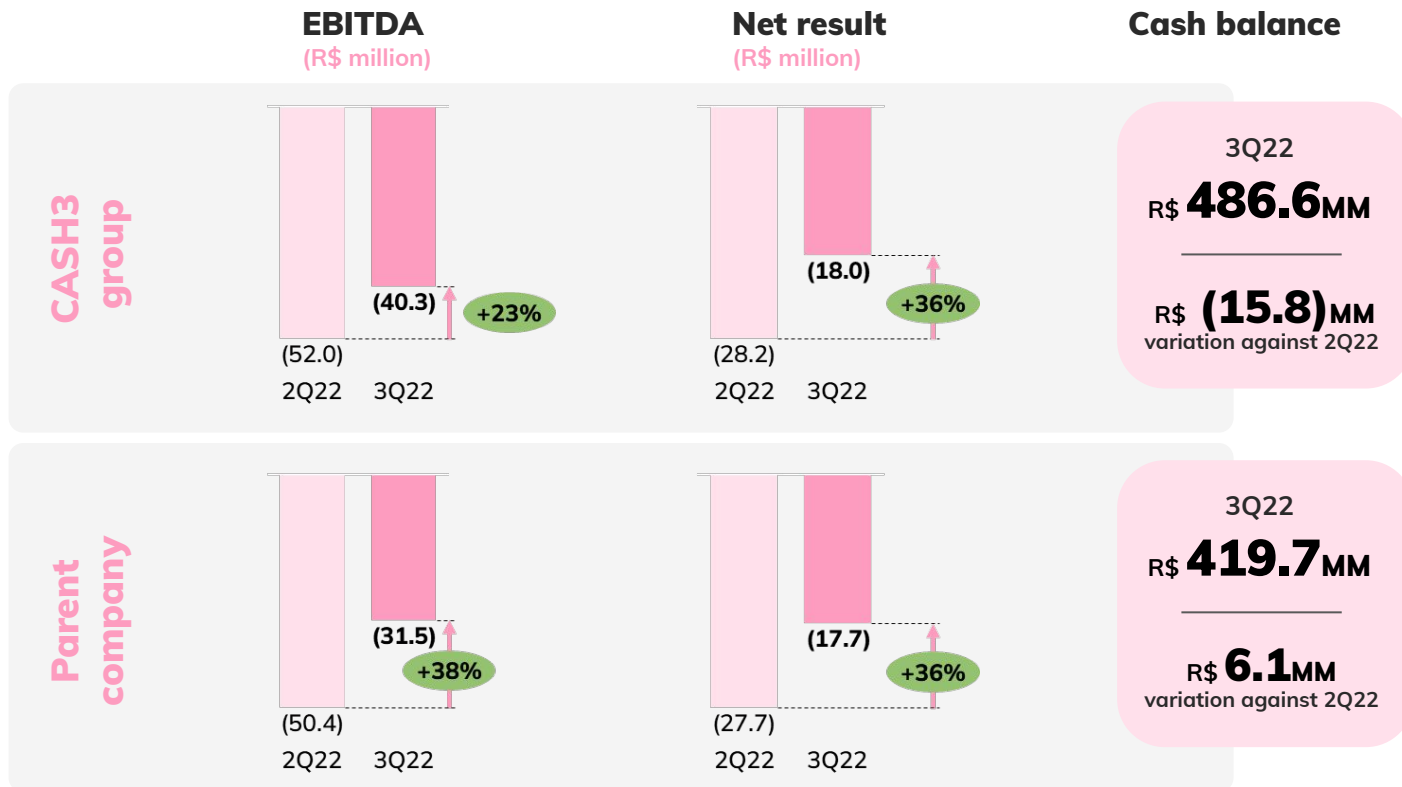
Net revenue LTM¹
(R\$ million)



■ Others
 ■ Financial services
 ■ International shopping
 ■ Bankly
 ■ Brazil shopping
 ■ Total proforma LTM

(1) Consider revenue from Picodi since March 2021; Promobit, Melhor Plano since June 2021; Alter since October 2021 and Bankly since June 2022;
 (2) Considers Bankly's full results since 4Q21.

Our results and cash balance are already reflecting our focus on improving efficiency while keeping growth



Unlocking value for the companies and shareholders

Bankly spin-off study.

Co-branded credit card

Beginning of our journey in the financial services market through a partnership model. We reached more than 7 million cards requested and we saw the adherence from our users for a Méliuz financial product.

2019
Mar

2020
Nov

IPO

Accelerate new organic and inorganic growth avenues for Shopping and Financial Services

Bankly acquisition

Expansion of Méliuz's financial services ecosystem, allowing the development in-house of own solutions in digital accounts, payments, cryptocurrency and other topics related to the foundation of this vertical.

2021
May

2021
Jun

Dabacuri project

Project to create a brand-new-app unifying Shopping and Financial Services verticals under a Méliuz's seamless experience.

Bankly deal approval

We received the approval from the Brazilian Central Bank related to the transfer of Bankly's control to Méliuz

2022
Apr

2022
jun

New App integrating Shopping and Financial Services available for all users

New app rollout concluded alongside a new visual identify and new brand positioning. The product goal to unify under Méliuz unique experience the Shopping and Financial Services verticals was successfully achieved.

Bankly potential spin-off

Studies for the potential split, aiming to unlock the full potential of Méliuz and Bankly

2022
Oct

bankly

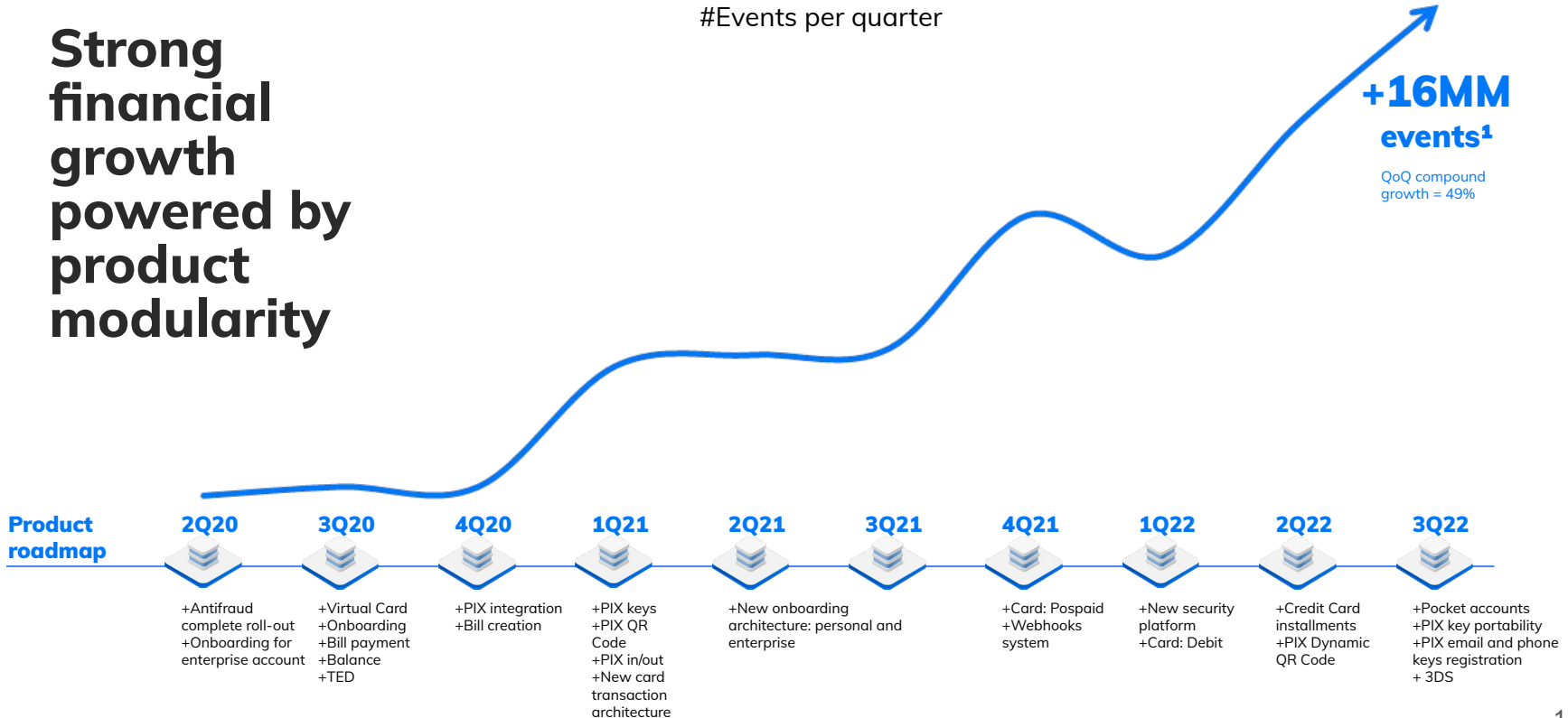
Davi Holanda
Founder & CEO Bankly



Events¹ processed in Bankly platform

#Events per quarter

Strong financial growth powered by product modularity

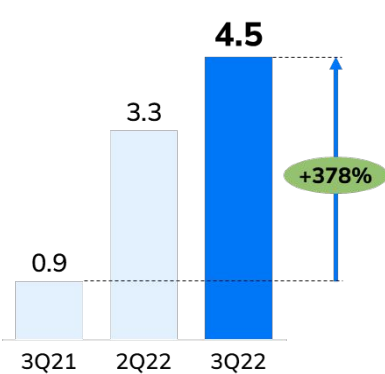


(1) Platform events: Transactions, user onboarding, card creation, account creation.

The banking as a service business continues to show a robust growth

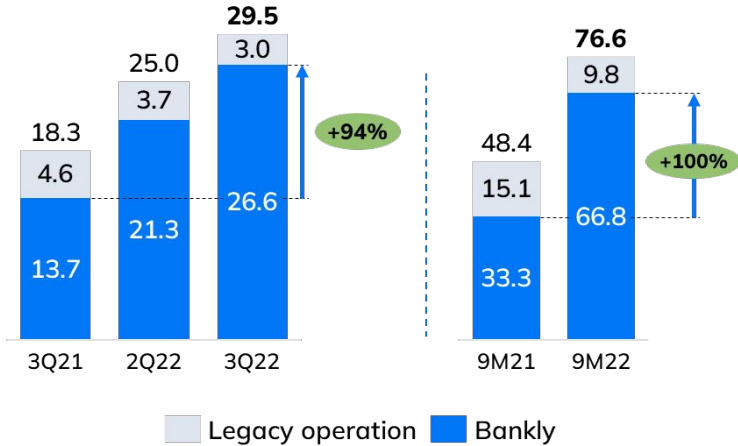
Active users

(# million)



Net revenue pro-forma¹

(R\$ million)



208

B2B partners

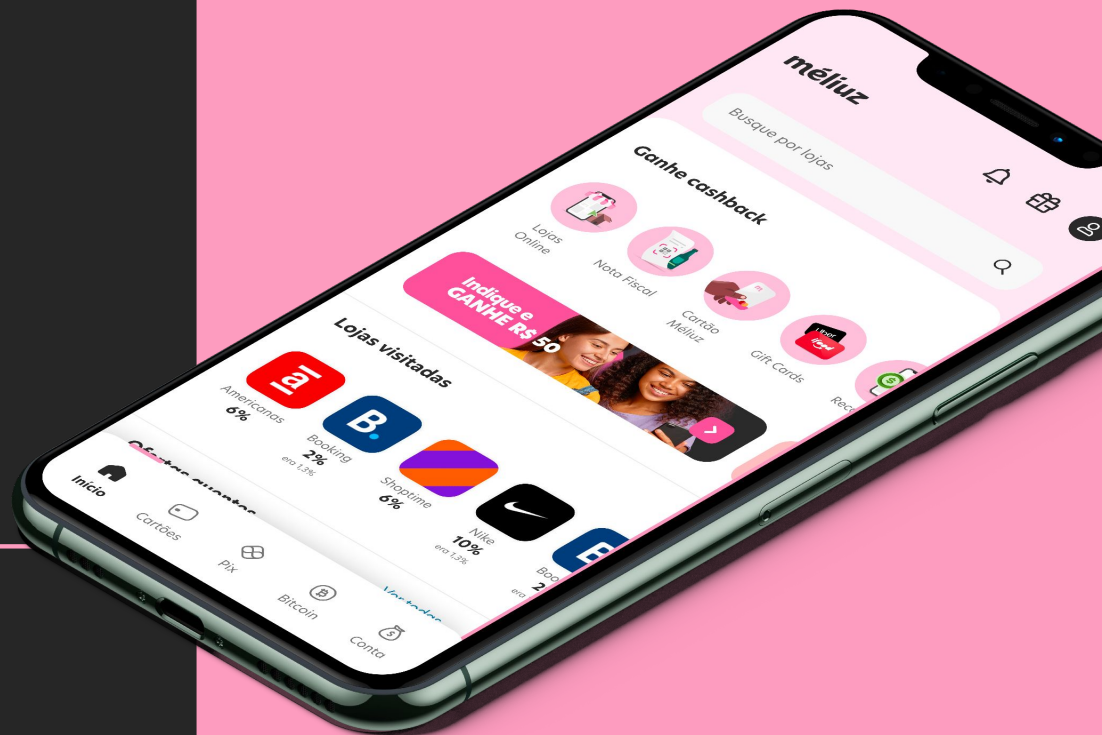
51%

3Q22 gross margin

(1) Considers the financial results from the banking as a service operations as part of the net revenue.

Discover,
decide,
buy,
save,
invest,
pay
and win.

All
with
Méliuz.



ri.meliuz.com.br
ri@meliuz.com.br